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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/625,913	07/26/2000	Albert Henricus Franciscus de Heer	GDT1P002	8216

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EXAMINER

AL HASHEMI, SANA A

ART UNIT	PAPER NUMBER
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2171

DATE MAILED: 10/27/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/625,913

Applicant(s)

DE HEER ET AL.

Examiner

Sana Al-Hashemi

Art Unit

2171

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 7/28/03.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-39 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-39 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 16.
- 4) ☐ Interview Summary (PTO-413) Paper No(s) _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

Claim Status: 1-39 are rejected.

1. This is in response to the amendment filed on 7/28/03 in which original claims 1-28 and new claims 31-37 are present for examination.

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 4/2/2003 has been entered.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 1-39 rejected under 35 U.S.C. 103(a) as being unpatentable over Maxwell et al.
(US Patent No. 5,675,784) and further in view of Blinn et al. (US Patent No. 5,999,914)

Art Unit: 2171

2. Regarding Claims 1, and 31, 32, and 33, Maxwell discloses a method of distributing data for use in a catalog, comprising:

capturing product data for one or more products according to data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes Maxwell does not explicitly disclose the step of storing the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, wherein the stored product data (see Fig. 14A, Maxwell), is suitable for use in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the product. On the other hand, Blinn discloses the method of distributing data (see column 1, lines 6-9, Blinn). It would have been obvious to one of ordinary skill in the art at the time of the invention to add/modify Maxwell with Blinn by including the step storing the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, wherein the stored product data is suitable for use in an electronic catalog, and the motivation would have been improving the use of the electronic catalogs for a wide market segment which will increase the number of users shopping online;

storing the product data, the product data including both a manufacturer SKU that identifies each of the products and a customer SKU that identifies each of the products, wherein the stored product data is suitable for use in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the products (see column 8, lines 42-67, Maxwell);

3. Regarding Claims 2, 34, 35, and 36, The combination of Maxwell and Blinn discloses a method of maintaining catalog data stored in a system product data file, comprising:

Art Unit: 2171

receiving a customer product portfolio file, the customer portfolio file including at least one SKU associated with each product for which data is requested by a customer, the customer being a manufacturer, retailer, or distributor of the products (see column 17, lines 1-7, Blinn);

mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file that is not in the system product data file is identified (see column 17, lines 9-15, Blinn);

capturing data for the product that is not in the system product data file (see column 7, lines 20-52, Maxwell);

adding the captured data for the product to the system product data file (see column 7, lines 18-20, Maxwell).

4. Regarding Claims 3, and 4, the combination of Maxwell and Blinn discloses a method further including:

generating component data for the product from the system product data file, wherein the component data includes at least one of a product description, technical specifications, a marketing description, an image(see column 9, lines 42-49, Blinn).

5. Regarding Claim 5, and 6, the combination of Maxwell and Blinn discloses a method further including:

generating enriched product data from the system product data file according to a customer profile, transmitting the enriched product data (see column 1, lines 63-67, column 2, lines 1-5, Blinn);

6. Regarding Claim 6, the combination of Maxwell and Blinn discloses a method wherein the steps of generating enriched product data and transmitting the enriched product data are

Art Unit: 2171

performed simultaneously with the steps of capturing data, adding the captured data, and generating component data (see column 1, lines 63-67, column 2, lines 1-4, Blinn).

7. Regarding Claim 7, the combination of Maxwell and Blinn discloses a method wherein the customer product portfolio file includes:

a manufacturer SKU associated with a product (see column 11, lines 1-15, Blinn);

a customer SKU assigned by a customer to the product (see column 9, lines 25-30, Blinn);

a manufacturer identifier for the product that identifies a manufacturer of the product (see column 11, lines 1-5, Blinn);

a product description describing the product (see column 9, lines 27-31, Blinn).

8. Regarding Claim 8, the combination of Maxwell and Blinn discloses a method further including:

retrieving a component definition associated with the component data, the component definition having a section header, a line header, and a line body definition that defines contents and format for a line body which describes the line header (see column 8, lines 24-42, Blinn);

obtaining the contents of the line body from the system product data file and from literals provided in the line body definition (see column 8, 46-50, Blinn);

providing the section header, the line header, and the line body (see column 8, lines 48-50, Blinn).

9. Regarding Claim 9, the combination of Maxwell and Blinn discloses a method further including:

Art Unit: 2171

classifying the product in one of a plurality of categories, each of the categories having at least one attribute group that identifies one or more attributes, each of the attributes being associated with one or more values (see column 7, lines 10-67, Maxwell);

wherein the line header identifies an attribute group associated with the product (see column 37, lines 25-27, Blinn).

10. Regarding Claim 10, the combination of Maxwell and Blinn discloses a method further including:

classifying the product according to a data model (see column 7, lines 9-17, Maxwell);

extracting information specified by a component definition from the system product data file and the data model(see column 3, lines 35-38, Maxwell);

building a component descriptor from the extracted information and the component definition (see column 8, lines 2-4, Maxwell).

11. Regarding Claim 11, the combination of Maxwell and Blinn discloses a method further including:

providing the component descriptor in response to a catalog query (see column 8, lines 14-20, Maxwell).

12. Regarding Claim 12, the combination of Maxwell and Blinn discloses a method further including:

storing the component descriptor in a file (see column 1, lines 63-65, Blinn).

13. Regarding Claims 13, and 37, the combination of Maxwell and Blinn discloses a method of maintaining catalog data stored in a system product data file, comprising:

Art Unit: 2171

receiving a customer product portfolio file that identifies products for which data is requested, wherein the customer product portfolio file includes at least one SKU associated with each of the products for which data is requested by the customer, the customer being a manufacturer, retailer, or distributor of the products the customer being a manufacturer, retailer, or distributor of the products for which data is requested by the customer in the customer products portfolio file(see column 8, lines 21-38, and column 5, lines 24-30, Maxwell);

mapping the customer product portfolio file to the system product data file such that each product that is not in the system product data file is identified(see column 2, lines 5-11, Maxwell);

generating enriched product data from the system product data file according to a customer profile; transmitting the enriched product data (see column 2, lines 15-23, Maxwell).

14. Regarding Claim 14, the combination of Maxwell and Blinn discloses a method wherein the customer profile identifies at least one customer, and wherein generating enriched product data from the system product data file according to the customer profile includes:

obtaining a system record associated with a customer from the system product data file (see column 9, lines 23-27, Blinn);

generating a product header for the system record, the product header including a customer SKU associated with the system record (see column 9, lines 54-63, Blinn).

15. Regarding Claim 15, the combination of Maxwell and Blinn discloses a method wherein the product header further includes a system SKU that identifies a product associated with the system record and a category identifier that identifies a category in which the product is classified (see column 11, lines 1-15, Blinn).

Art Unit: 2171

16. Regarding Claim 16, the combination of Maxwell and Blinn discloses a method wherein the product header further includes at least one of a manufacturer product description that describes standard features of the product, a product line associated with the product, and a model number associated with the product (see column 8, lines 21-29, Maxwell).

17. Regarding Claim 17, and 18, the combination of Maxwell and Blinn discloses a method wherein the customer profile further includes customer searchable attribute preferences corresponding to each customer, the customer searchable attribute preferences specifying attributes for which values are to be transmitted, the method further including:

obtaining attribute values for the specified attributes from the system record (see column 5, lines 43-52, Maxwell).

18. Regarding Claim 19, the combination of Maxwell and Blinn discloses a method further including:

producing a list of related products associated with the system record (see column 5, lines 53-65, Maxwell).

19. Regarding Claim 20, the method as recited in claim 19, wherein the list of related products includes the customer SKU associated with the system record and a customer SKU for each of the related products.

20. Regarding Claims 21, 29, and 30, the combination of Maxwell and Blinn discloses a method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file that identifies products for which data is requested by one or more customer, the data being suitable for use in an electronic catalog, the customer product portfolio file including a manufacturer SKU associated with each product, a

Art Unit: 2171

customer SKU associated with the product, a manufacturer identifier identifying a manufacturer of each of the products for which data is requested, the customer being a manufacturer, retailer, or distributor of the products for which data is requested by the customer in the customer products portfolio file (see Fig. 14A, steps 701, and 702, Maxwell); and

mapping the customer product portfolio file to the system product data file such that each product for which data is not in the system product data file is identified, thereby identifying one or more of the products for which data is requested and has not been obtained and stored in the system product data file (see Fig. 14A, steps 702, 742, Maxwell).

21. Regarding Claim 22, the combination of Maxwell and Blinn discloses a method wherein mapping the customer product portfolio file includes:

ascertaining whether the manufacturer identified in the customer product portfolio file is new, the manufacturer being a new manufacturer if the manufacturer is not identified in the system product data file; and

if the manufacturer is new, assigning a manufacturer identifier to the new manufacturer such that the manufacturer identifier is stored in the system product data file.

22. Regarding Claim 23, the combination of Maxwell and Blinn discloses a method wherein mapping the customer product portfolio file includes:

determining whether the customer SKU in the customer product portfolio file is new, the customer SKU being new if the customer SKU is not identified in the system product data file (see column 14, lines 53-62, Blinn);

Art Unit: 2171

if the customer SKU is new, creating a new system SKU such that the new system SKU is mapped in the system product data file to the customer SKU (see column 15, lines 14-24, Blinn).

23. Regarding Claim 24, the combination of Maxwell and Blinn discloses a method further including:

classifying the new system SKU according to a data model, the data model including one or more classes, each of the one or more classes including one or more categories (see column 9, lines 10-28, Maxwell).

24. Regarding Claim 25, the combination of Maxwell and Blinn discloses a method further including:

determining whether the customer SKU is invalid (see column 13, lines 16-19, Blinn);
reporting the customer SKU if it is determined to be invalid (see column 13, lines 20-25, Blinn).

25. Regarding Claim 26, the combination of Maxwell and Blinn discloses a method of querying a catalog database, the catalog database including

product data for one or more products, each of the products being classified in at least one of a plurality of categories, the product data for each product including a set of attributes corresponding to the category within which the product is classified, each of the attributes having at least one attribute value, the method comprising:

accepting a selection of at least one of the set of attributes corresponding to one of the plurality of categories (see column 6, lines 59-63, Maxwell);

Art Unit: 2171

accepting a selection of products within the one of the plurality of categories (see column 6, lines 63-66, Maxwell);

obtaining one or more attribute values corresponding to the selected attributes for each of the selected products from the catalog database (see column 10, lines 30-31, Maxwell);

displaying the obtained attribute values for the selected products (see column 10, lines 33-36, Maxwell).

26. Regarding Claim 27, the combination of Maxwell and Blinn discloses a method where displaying the obtained attribute values for the selected products includes assigning normalized numeric values to the obtained attribute values (see column 10, lines 58-65, Maxwell).

27. Regarding Claim 28, the combination of Maxwell and Blinn discloses a method of querying a catalog database including product data for one or more products classified according to a data model, the method comprising:

accepting a user query specifying a product and a component to be retrieved for use in a catalog, the catalog component including at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product (see column 12, lines 54-59, Maxwell);

obtaining a catalog component definition associated with the catalog component, the catalog component definition defining a format for the catalog component (see column 12, lines 60-62, Maxwell);

extracting information specified by the catalog component definition from the catalog database and the data model (see column 12, lines 62-67, Maxwell);

Art Unit: 2171

building a catalog component descriptor from the extracted information and the catalog component definition (see column 14, lines 41-50, Maxwell).

Examiner Response

Applicant's arguments filed 7/28/03 have been fully considered but they are not persuasive.

Examiner respectfully traverses applicant's primary argument (s).

28. Referring to claims 1, Applicant argues Maxwell does not disclose the steps of "storing both a manufacturer SKU and a customer SKU that identifies the product, the customer SKU being associated with the customer for which the product data is being stored for subsequent distribution to the customer".

Examiner disagrees. Referring to 14D, step 831, Maxwell does teach the step of storing both manufacturer and customer SKU. For example the "bundle- product" includes both a manufacture and customer SKU (i.e., "product-SID" and "creator-USER-SID" are stored in the same storage. Column 9, lines 43-50, Maxwell discloses the method of storing the product ID associated with the user.

Applicant argues Maxwell does not teach the step of "data entry template including a listing of potential values". Examiner disagrees. Referring to Fig. 13, steps 163, and 146, column 6, lines 27- 58, Maxwell teaches the step of creating a classification from with list of chosen functions from manufacturer, family, model, part number, is the template used by the Maxwell system, and the determination of products warranty and listing value depending partially on the warranty program for each product.

Art Unit: 2171

Points of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to: Sana Al-Hashemi whose telephone number is (703) 305-4881. The examiner can normally be reached on Monday - Friday from 8:00 AM to 4:30 PM.. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic, can be reached on (703) 308-1436. Any response to this office action should be mailed to: The Commissioner of Patents and Trademarks, Washington, D.C. 20231. Or telefax at phone number (703) 872-9306. For formal or draft communications, please label "PROPOSED" or "DRAFT". Hand-delivered response should be brought to: Crystal Park II, 2121 Crystal Drive, 6th Floor Receptionist, Arlington, Virginia. 22202.

Sana Al-Hashemi
Patent Examiner
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October 22, 2003



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